COURSE DETAIL

INTRODUCTION TO TOURISM
Country New Zealand
Host Institution University of Otago
Program(s) University of Otago
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 19
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO TOURISM
UCEAP Transcript Title INTRO TO TOURISM
UCEAP Quarter Units 7.00
UCEAP Semester Units 4.70

Course Description
This course introduces the global principles that structure tourism, the nature and operation of the tourist industry and impact, and the development and management issues that arise from tourism. The tourism and hospitality sectors represent one of the world's largest industries. In New Zealand tourism is a $20 billion industry that generates 9% of GDP. As a highly diverse and innovative industry, as well as a significant source of employment, it is critical that the industry is served by high-quality graduates. This course provides future leaders of the industry, including policy-makers and managers, with critical understandings of the principles that structure tourism and the nature and operation of tourism businesses in New Zealand and globally.

Language(s) of Instruction
English

Host Institution Course Number
TOUR101

Host Institution Course Title
INTRODUCTION TO TOURISM

Host Institution Course Details
https://www.otago.ac.nz/courses/papers/index.html?papercode=TOUR101

Host Institution Campus
New Zealand

Host Institution Faculty

Host Institution Degree

Host Institution Department
Tourism

Course Last Reviewed
2023-2024

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